

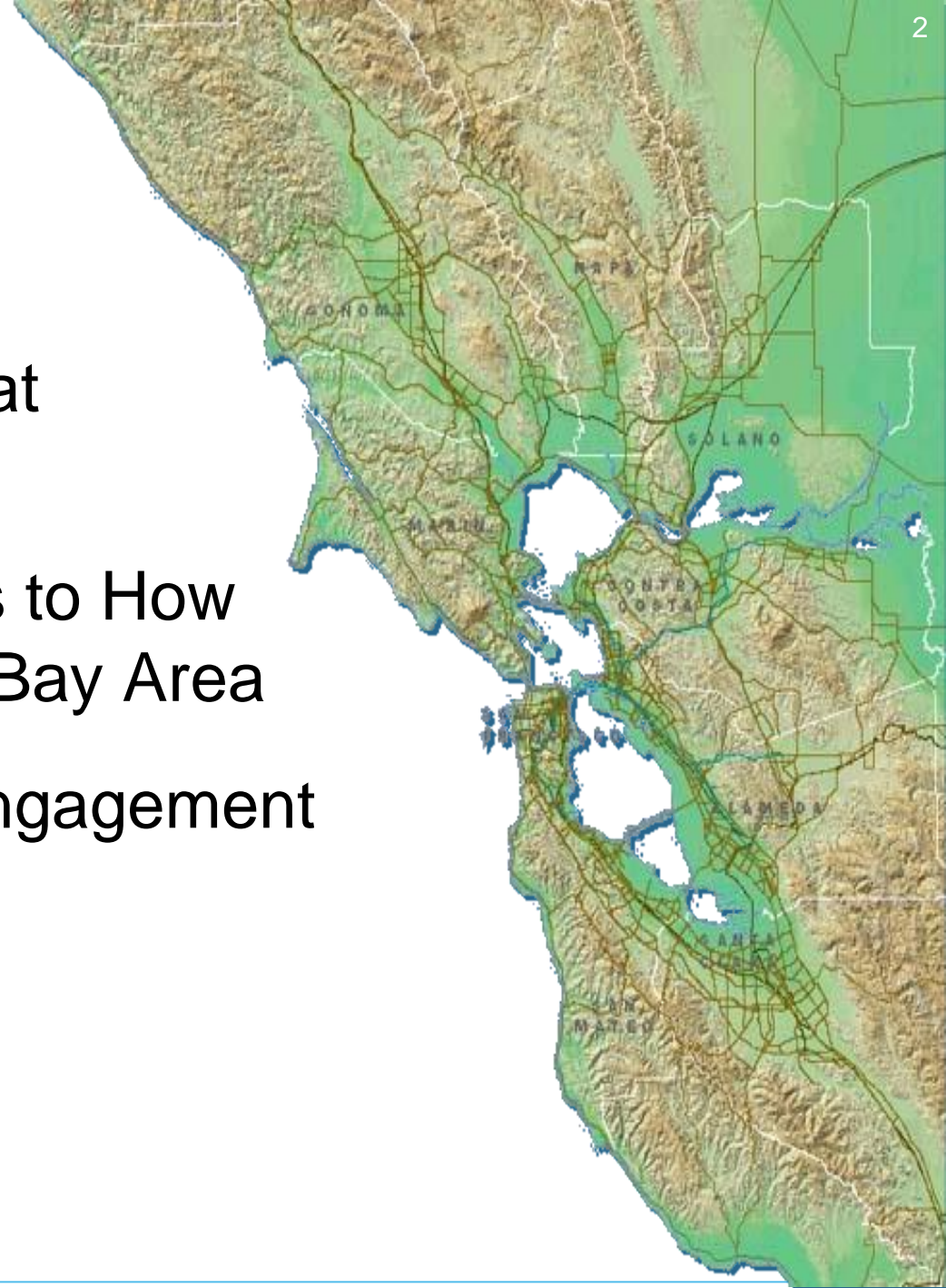
A blue crosshair graphic consisting of a vertical line and a horizontal line intersecting at the center, with the intersection point slightly offset towards the top-left.

BayArea **Plan**

2017

How We Talk About Plan Bay Area - 2017

- PBA: Listening...What Worked/What Didn't
- Suggested Revisions to How We Talk About Plan Bay Area
- Developing Public Engagement Plan for PBA 2017

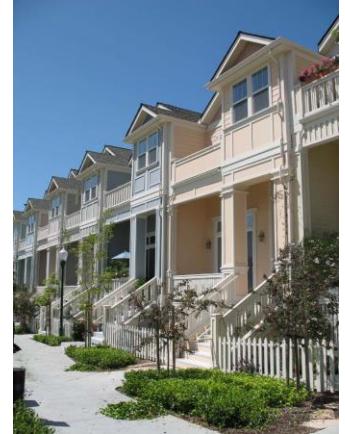


Who We Talked To



What Worked

- PDAs helped local governments set boundaries & place types, reflecting unique character and needs
- Plan not set in stone - updated every 4 years based on local experience with PDAs
- Reinforced that all local land use decisions remain under local control.



What Else Worked

- Can nominate new PDAs PCAs, or modify/remove existing ones — at local discretion — before Plan 2017
- Plan created more dialogue among regional agencies and between local jurisdictions and ABAG Board and staff.



What Didn't Go Well

- Insider jargon (VMT, TOD) created barrier to talking to public and added to feeling this was a top down plan
- People felt they were being sold pre-set, one size fits all plan for big cities, more density everywhere ignoring smaller towns/rural areas needs
- Leading off with 30-year cumulative numbers for region reinforced fears of top down, one size fits all planning.



Regional Growth

	2010	2040	Growth 2010-2040
Jobs	3,385,000	4,505,000	1,120,000
Population	7,151,000	9,299,000	2,148,000
Housing Units	2,786,000	3,446,000	660,000


Regional Growth Strategy


Focused Growth


 Non-urbanized land

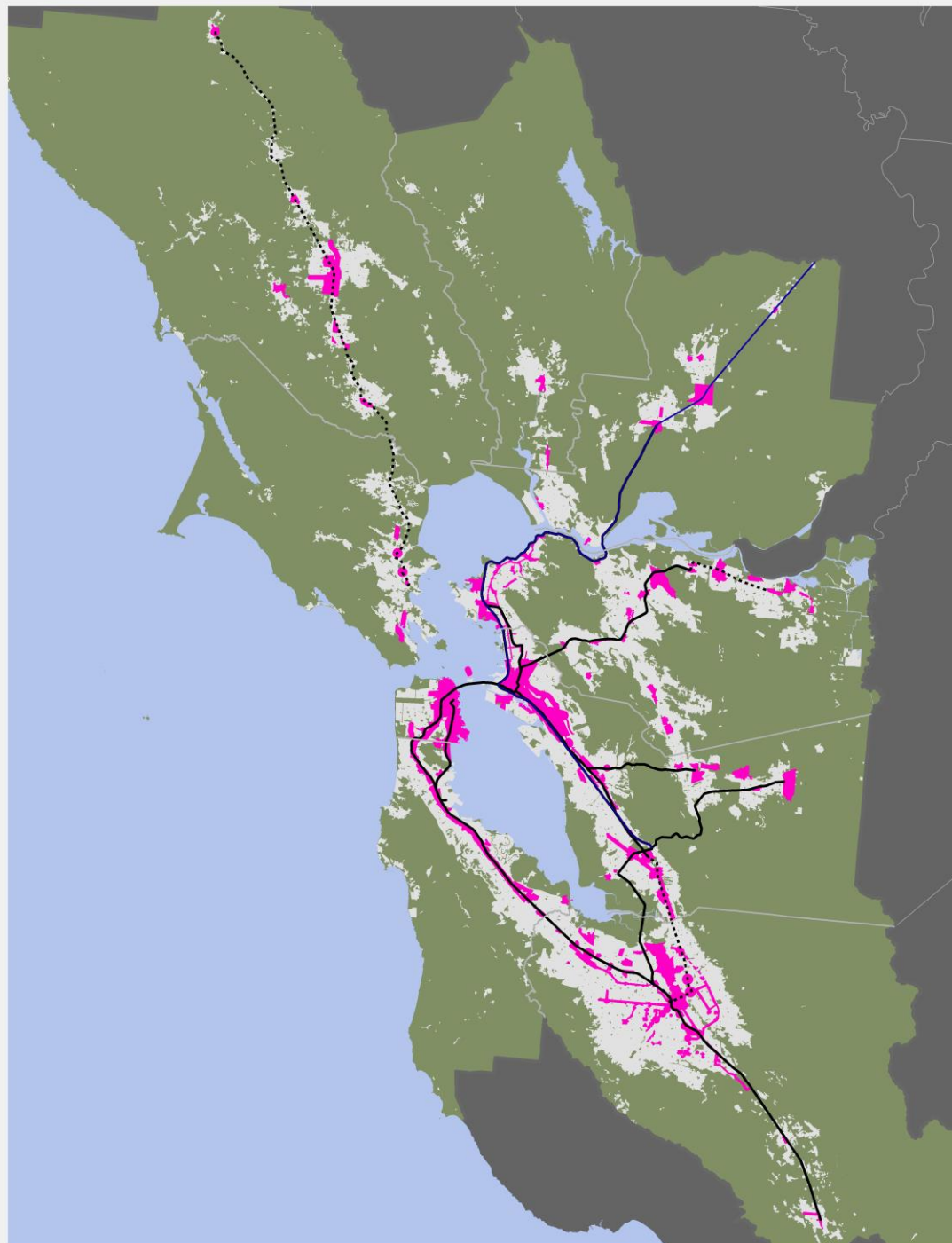
 Urbanized land

 PDAs

 Less than 5% of region's land

 Nearly 80% of new homes

 Over 60% of new jobs

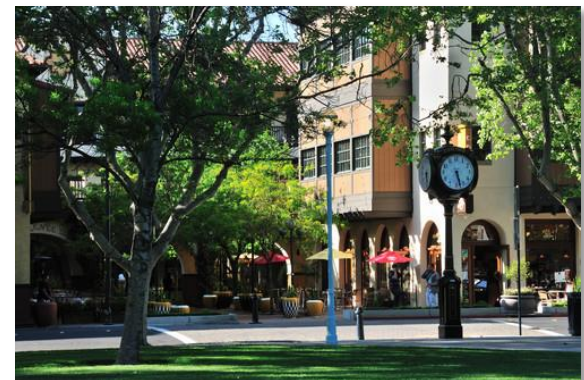


What Else Didn't Go Well

- SB375 & Plan stated “Plan can’t undermine local control,” people still worried about this issue
- Increased housing in PDAs with no new funding: No Redevelopment = little affordable housing built
- Some felt water supply issues and impact of Sea Level Rise on PDAs not adequately addressed
- Some skepticism about forecast numbers, particularly with DOF’s confusing numbers, even though numbers were ultimately reconciled.

More What Didn't Go Well

- Didn't provide good visuals of existing, locally appropriate development to counter the ugly "Stack & Pack" visuals
- Some involved late in the Plan process felt there wasn't sufficient time to adequately comment
- Didn't clearly explain the role of each regional agency.



Why So Many ‘What Didn’t Go Well?’

- The way we talked about Plan had some unintended consequences:
 - Started with SB375 Mandate
 - Used 30 year cumulative numbers
 - Initially called plan "OneBayArea."

OneBayArea



Our Goal

Create a More Accurate, Open and Responsive way to talk about PBA

- First step is to listen and learn from criticism & suggestions regarding last Plan



Example

Instead of starting with

“SB375 requires us to accommodate

- 2,148,000 more people and
- 660,000 more housing units, now lets look at where they should go...”

Example

- Change will vary greatly in each county, each city, & each PDA.
- How can cities and towns learn from & support each other?
- How can regional agencies support local plans with technical assistance, funding, & advocacy?
- How do these local plans support regional prosperity?



Grand Boulevard Initiative



Key Concept: Human Needs First

proposed messages put human needs first

Always be answering
your audience's big
question:

How will this
initiative make
my life better?



Rethinking How We Talk About Plan Bay Area & ABAG's Role

- Not starting from scratch
- PBA 2013 is our baseline
- PBA 2017 is an update.

Key Questions

- What major opportunities & outcomes should we be prepared to discuss?
- What are key recommendations for improving how we communicate?
- What are our overall goals?

Opportunities

Second chance to point out:

- Plans and planning are local processes, done by local governments
- Locally nominated PDAs & place-types recognize value & diversity of very different places
- Greater transportation choices reduces commuting time, increasing family time
- Increased flexibility in how communities can meet their housing needs.

Recommendations

- Start with “how will Plan make life better for me and my family.”
- Show locally appropriate activity judged successful by local governments and their residents.
- Use good locally appropriate visuals.
- Use social media/website to talk about successful PDAs, PCAs and local control over land use.
- Use consistent, accessible language throughout.

Goals

- Convey clear, concise information on Plan that avoids technical jargon
- Focus on the needs of local residents and communities first
- Ask the question: ‘How will this plan make life better for you and your family?’
- Inspire confidence in Plan’s objectives, ABAG and the planning process.

Key Questions

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